EXHIBIT E TO FORD MOTION IN LIMINE

Rotation 4

1201

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

JO W

OUESTIONNAIRE - W

DO NOT FRASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

RECORD RESPONSE VERBATIM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT

In a moment, Lam going to show you the survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

take exhibit card $\overline{\mathbf{W}}$ out of file and hand to respondent.

Please look at the products and name on this survey exhibit
Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0 Who, or what company, do you believe puts out the products on this card with this name?

25000	Valenda U.A.:	ameng and a	Signatura da di Paranta da Paranta		
ીસ્ત્રીકો					
	THE STANSON OF SALES			Article State of State of	
			engender og kommer til sinkere i g Ombreder og kommer en innbeske		T V 3 A C C C C C C C C C C C C C C C C C C
4					
			40-44 MST 5 BST 13-813		Garage James Th
r A					
			IF 'DON'T K	NOW, GO TO	> Q7.0
-19.4	가장 하는 사람들이 가장 없는 것이 없는데 없다.		是在各种的人类的是	OTHERWISE,	CONTINUE
		시중으로 임기하고 되었는데.			
	AND AND STANDARD SANDARD SANDARD	นไวเนค์ร์ แต่สิทยังติ โดร์เกรี			
			선생 전시 함시는 이 경찰을		
1	Why do you say t	Karp.			
-					
23.5	RECORD RESPONSE				
	a				4 1
	Blooms	All whin	I Charles		THE DAY A
					and the second
	ETE EXPENSES (ETE ETE ETE ETE ETE ETE	H			寸方針 医甲基酚
, 1977) -				급취성(참) 회장에 함께하는	用一次 机连维电池
1				이 얼룩있는 경우를 입지하	
				Transfer and the second	
		医骨性外侧性炎 医神经动脉			
				가게 되었다고 하다 밝혔다.	
	ng jewagen kan kalawan jelah 1966 bentan kan na wilay. Na managan penganan menangan penganan penganan penganan penganan penganan penganan penganan penganan penganan	inder of the state	rate (property formation) in the first of the second of th		CONTRACTOR OF A
		so a factor and a factor	MTSA A 是完成。		CONTINUE
B 34 0	Professor Park attended to		BACK TRADES AND	的复数 经收益的 医多种性	·····································

Rotation 4 Questionnaire - W. Page 2

7.0		- Total Anna (4) (4) (5) (5) (4) (6) (6) (6) (6) (6) (6) (6) (6) (6) (6
	O don't	Krow.
		TF 'DON'T KNOW,' GO TO -> 08.0: OTHERWISE, CONTINUE:
7.1	ASK FOR EACH RES	
	RECORD FIRST RES	
and the second s	Why do you say t another brand ne products with th RECORD RESPONSE	
		IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.2	RECORD SECOND RE	SPONSE TO Q7.0:
	Why do you say t	hat <u>insert 2ND RESPONSE TO Q7.0</u> 1s
	another brand na products with th RECORD RESPONSE	
	II.	F MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RES	PONSE TO 07.0:
	Why do you say t another brand na products with th RECORD RESPONSE	
		IF MORE THAN THREE RESPONSES AT 07:0,
		USE BACK OF PAGE AND CONTINUE;

Questionnaire - W, Page 3

1301

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

po you believe that the company that puts out the products on this card with this name... READ LIST:...

one, does <u>not</u> have a business affillation or business connection with any other company or companies;

two, has a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

TF 1...HAS A BUSINESS AFFTEIATION/CONNECTION..., CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies? RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME (S), GO TO --> 08.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

8.3 Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out, the products on this card with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

Victoria Secreta and then Dale. then at Bath+Booky Works also.

Rotation 4
Questionnaire - W, Page 4

1301

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the products on this card with this name READ LIST...

one; are <u>not</u> being put out with the authorization or approval of any other company or companies;

two, are being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

LATE

IF '...PUT OUT WITH THE AUTHORIZATION/APPROVAL..., 'CONTINUE; OTHERWISE, GO TO --> Q16.0.

With what other company or companies?

RECORD RESPONSE VERBATIM.

enth Body Worker.

IF 'DON'T KNOW! NAME(S)

IF 'DON'T KNOW' NAME(S), GO TO --> Q9.3; OTHERWISE; CONTINUE.

9.2 Why do you say that? RECORD RESPONSE VERBATIM.

9:1

Because they wind together on a team.

GO TO --> 010.0.

9.3 Even though you don't know the name or names, what; if anything, can you tell me about the company or companies that you believe gave their authorization or approval for the products on this card with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

10.0 Would you please tell me what letter is on the back of the card? RECORD LETTER:

LETTER: <u>W</u> CONTINUE.

PUT EXHIBIT CARD BACK IN FILE AND CONTINUE.

Rotation 4 Questionnaire - W, Page 5

1301

VERIFICATION:

Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: Telephone Number: Is that a daytime or evening telephone number? RECORD RESPONSE WITH AN 'X.'

 \times 1. daytime telephone number

evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

(letama) Intérviewer's signature

Supervisor Validation:

I hereby certify that I personally met this respondent and confirmed his/her answers to questions 1.0 through 2.1.

knu r Unell Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

SCREENER - W

Hello.	My name is	JA,	and I	am with	JT.	We are	
conducting a	a very brief	survey	today	on hair	care pro	ducts	and
would like t	to include ye	our opin	nions.				

1.0	RECO	DRD GENDER:		
		1. male————————————————————————————————————	OTA. CONT	inue.
1.1	cate	that we can get a mix of individuals egories, would you please tell me if D LIST. RECORD RESPONSE WITH AN 'X.	you are	s age
		_1. under 18 TERMINATE.		
	×	2. 18 to 34		
		_3. 35 to 54 — CHECK SCREENIN	NG QUOTA.	CONTINUE
		_4. 55 or over		
		_5. refused DO NOT READ. TERMINAT	re.	
2.0	foll	nin the past six months, have you pur lowing hair care products? O LIST. RECORD RESPONSES WITH AN 'X.		y of the
		Yes	<u>No</u>	Recall
	-	shampoo? <u>X</u> 1.	2.	3.
	-	conditioner? \frac{1}{2}.	2.	3.
	-	hair spray, styling gel, mousse, or pomade?1.	2.	3.
	-	straightener?	2.	3.
	-	dyes, rinses, highlighter / or hair mascara?1.	2.	3.
	-	hair glitter?1.	<u>X</u> 2.	3.
	_	hair removing creams?1.	<u></u>	3.
		C	ONTINIE	

Screener - W, Page 2

1301

2.1	of the following hair care products?	rchase any
	READ LIST. RECORD RESPONSES WITH AN 'X.' Yes No	Don't Know
	- shampoo?	3.
	- conditioner?12.	3.
	- hair spray, styling gel, mousse, or pomade?12.	3.
	- straightener? <u>×</u> 12.	3.
	- dyes, rinses, highlighter or hair mascara?12.	3.
	- hair glitter? <u>1</u> . <u>X</u> 2.	3.
	- hair removing creams?12.	3.
	IF 'YES,' TO ANY OTHERWISE,	, CONTINUE; TERMINATE.
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	or
	Yes	No_
	<pre>- an advertising agency or marketing research firm?1.</pre>	<u></u>
	- a retail store or company that makes, sells, or distributes any hair care products?1. IF 'YES' TO EITHER, IF 'NO' TO BOTH	
4.0	Other than a political poll, during the past three have you participated in any marketing research sincluding online surveys? RECORD RESPONSE WITH AN 'X.'	ee months, surveys,
	1. yes TERMINATE.	
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything absubject of any of the interviews we are conducting the mall? RECORD RESPONSE WITH AN 'X.'	out the g here at
	1. yes TERMINATE.	
	2. no CONTINUE.	
5.0	Do you usually wear contact lenses or eyeglasses are reading? RECORD RESPONSE WITH AN 'X.'	when you
	1. yes CONTINUE.	
	2. no GO TO> INVITATION TO INTERVIEW.	

2. no, refused TERMINATE.

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

3821

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

RECORD RESPONSE VERBATIM. Victoria Scoret

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

6.0 Who, or what company, do you believe puts out this product with this name?

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

			IF 'DON'T	KNOW, GO TO OTHERWISE,	
Why do	you say response	that? VERBATIM.	:	Λ	
1300	arec	11051	SNOOP	od their	e
			- 10		
rich	of now)	.1.1		

	7.0	What other brand name or names, if any, do you believe are used by the company that puts out this product with this name?
		RECORD RESPONSE VERBATIM.
*:		1 don't know
		TOW THOW
e General	+ 3,,	IF 'DON'T KNOW,' GO TO> Q8.0; OTHERWISE, CONTINUE
	7.1	ASK FOR EACH RESPONSE AT Q7.0:
		RECORD FIRST RESPONSE TO Q7.0:
		Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
		Charles the Control of the Control o
e de la companya de Companya de la companya de la compa		. IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE;
	7 7	OTHERWISE, GO TO> Q8.0. RECORD SECOND RESPONSE TO Q7.0:
		Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	100	
	34	Andread (1905) in the control of the And the control of the
Aran S		IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
	7.3	RECORD THIRD RESPONSE TO Q7.0:
		Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
		IF MORE THAN THREE RESPONSES AT Q7.0,
		USE BACK OF PAGE AND CONTINUE;

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

> Do you believe that the company that puts out this product with this name ... READ LIST ...

one, has a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

TWO

IF '... HAS A BUSINESS AFFILIATION/CONNECTION..., CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies? 8.1 RECORD RESPONSE VERBATIM.

> IF 'DON'T KNOW' NAME (S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

8.3 Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ...READ LIST...

> one, is being put out with the authorization or approval of any other company or companies;

two, is not being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

IF '... PUT OUT WITH THE AUTHORIZATION/APPROVAL..., CONTINUE; OTHERWISE, GO TO --> Q10.0.

With what other company or companies? RECORD RESPONSE VERBATIM.

'DON'T KNOW' NAME (S), GO TO --> 09.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

> GO TO --> 010.0.

Even though you don't know the name or names, what, if 9.3 anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

LETTER: CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

11.0 Within the past six months, have you had your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
1. yes
2. no CONTINUE.
3. don't recall
11.1 Within the next six months, are you likely to have your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
1. yes
3. don't know
VERIFICATION:
Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I
conducted this interview and for no other reason.
Respondent N
Telephone Nu
ASK: Is tha RECORD RESPONSE WITH AN 'X.'
1. daytime telephone number
2. evening telephone number
THANK RESPONDENT FOR HER TIME AND PARTICIPATION.
Interviewer Certification:
I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.
Litro (clasor) 128/08
Interviewer's signature Date
Supervisor Validation:
I hereby certify that I personally met this respondent and confirmed her answers to questions 1.0 through 2.1.
Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS MOW.

CONTINUE.

SCREENER - Y

condu would	ıcting	. My name is, and I am with We are a very brief survey today on hair care products and to include your opinions.
1.0	RECOR	D GENDER:
		1. male TERMINATE.
	X	2. female CONTINUE.
1.1	cated	at we can get a mix of individuals in various age pries, would you please tell me if you are LIST. RECORD RESPONSE WITH AN 'X.'
		1. under 18 TERMINATE.
		2. 18 to 34 ———
	X	3. 35 to 54 - CHECK SCREENING QUOTA. CONTINUE
	· ·	4. 55 or over
		5. refused DO NOT READ. TERMINATE. REUSE
2.0	follo	In the past six months, have you purchased any of the bwing hair care products? LIST. RECORD RESPONSES WITH AN 'X.'
		Yes/ No Recall
	-	shampoo?
	-	conditioner?1
		hair spray, styling gel, mousse, pomade, or style creme?
	-	straightening balm? 1. 23.
	-	curl-enhancing spray?
	-	shine serum?

2.1	Within the next six months, are you likely to purchase of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'	any
	Don'	
	Yes No Know	'
	- shampoo?	_3.
	- conditioner?	_3.
	<pre>- hair spray, styling gel, mousse, pomade, or style </pre>	• ,
	creme?	3 .
	- straightening balm?12	3 .
		_3.
	- shine serum?12	_3.
	IF 'YES,' TO ANY, CON OTHERWISE, TERM	
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	
	Yes No	_
	- an advertising agency or marketing research firm?1.	_2.
	- a retail store or company that makes, sells, or distributes any hair care product?	
4.0	Other than a political poll, during the past three mon have you participated in any marketing research survey including online surveys? RECORD RESPONSE WITH AN 'X.'	ths, s,
	1. yes TERMINATE.	
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything about t subject of any of the interviews we are conducting her the mall? RECORD RESPONSE WITH AN 'X.'	he e at
	1. yes TERMINATE.	
5.0	Do you usually wear contact lenses or eyeglasses when are shopping? RECORD RESPONSE WITH AN 'X.'	you
	1. yes CONTINUE.	
	Z 70 CO TO TO INVITATION TO INTERVIEW	

5.1 Do y RECO	ou have them with you at this time? RD RESPONSE WITH AN 'X.'
· · ·	_1. yes CONTINUE.
	_2. no TERMINATE.
5.2 Will RECO	you please wear them during the rest of the interview?
	_1. yes, agreed CONTINUE.
	_2. no, refused TERMINATE.
INVITATIO	N TO INTERVIEW:
remainder the mall. you come	ould like to show you a survey exhibit and ask the of our questions in our interviewing facility here at This will take only a few minutes of your time. Would with me, please? RD RESPONSE WITH AN 'X.'
→	1. yes, agreed CONTINUE.
	2 no motive d minimum